



NEWS RELEASE

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CINEASIA SALUTES AUSTRALIA'S GRAHAM BURKE WITH MPA COPYRIGHT EDUCATOR AWARD

HONG KONG/SINGAPORE: Graham Burke, Co-Executive Chairman and Co-Chief Executive Officer of Village Roadshow and Chair of Creative Content Australia, was presented with the Motion Picture Association (MPA) Asia Pacific Copyright Educator (A.C.E.) Award today at CineAsia, in recognition of the leadership role he has played educating people about the dangers of piracy and the need to better protect film and television content online.

Acknowledging Graham Burke's major contribution to raising awareness about the importance of strong copyright, Andrew Cripps, President of International Theatrical Distribution at 20th Century Fox, said, "Graham has been an inspirational leader, a figurehead not only in Australia, but around the region, not only as someone who cares deeply about this issue, but who is prepared to take a hands-on, day-in, day-out approach to achieving results. Graham has lead from the front at every single opportunity. He has reached out to industry leaders, to government and to all stakeholders in the digital ecosystem, where valuable content is easily distributed, but unfortunately, just as easily misappropriated. There's no doubt that Graham is highly deserving of this Award."

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, "Graham has dedicated a considerable amount of time to combatting piracy. As Chair of Creative Content Australia, he has been heavily involved in producing a consumer awareness campaign – The Price of Piracy – and encouraged major media organizations to screen the advertisement across a wide range of media channels. He has been a consistent voice on the importance of protecting copyright, and has worked with many partners in the creative industries to see an improvement in our digital ecosystem. There will be many filmmakers to come who will owe Graham a debt of gratitude for his hard work."

In an acceptance letter read at CineAsia by Robert Kirby, Co-Executive Chairman and Co-Chief Executive Officer, Village Roadshow Limited, Graham Burke said, "You Can Make A Difference... Piracy is eroding your business and has the potential to destroy your business... As an industry we need to win over hearts and minds to our just cause. Start with your kids, and then your employees, and then use your screens to talk directly to the people

and politicians. Let's make sure the good guys win. And the good guys include the distributors and exhibitors here today who are providing wonderful entertainment for their communities."

Graham Burke was appointed as Chair of [Creative Content Australia](#) (CCA) in March 2016. CCA is a broad membership of film and television organizations in Australia committed to raising awareness about the value of screen content and impact of piracy. CCA aims to highlight the role of copyright, and how consumers' choices can contribute to the sustainability of the film and television industries in Australia.

Each year, CCA commissions independent research into the actions and attitudes of Australians to illegal downloading and streaming of screen content. The research is conducted by Sycamore Research, an independent market research organisation, in conjunction with Omnipoll.

CCA shares the results of this research with industry, media and the wider community to better inform the debate, dispel myths and motivate changes in behaviour.

CCA produces consumer awareness campaigns to inform Australians about online content theft. These campaigns are created, produced and distributed nationally with significant involvement from the film and television community - actors, crews, producers, distributors, exhibitors, television networks and online businesses. This year, CCA produced a major new campaign called [The Price of Piracy](#). The campaign involved a large-scale video campaign featuring celebrated Australian actor Bryan Brown, which appeared widely in cinema, TV, online and via social media.

CCA has been producing curriculum-linked educational resources for Australian primary and secondary schools since 2007 to facilitate discussions about creativity and copyright - www.nothingbeatstherealthing.info.

The MPA A.C.E. Award was presented during an awards event at CineAsia, held at the Hong Kong Convention and Exhibition Centre and attended by over 350 people representing the exhibition and film community in the Asia Pacific region. CineAsia is the only international convention dedicated to Asian cinema exhibition and distribution and is now in its 23rd year.

Past recipients of the MPA A.C.E. Award include Indian distributor and industry leader Rajkumar Akella (2016), Indonesian filmmakers Sheila Timothy (2015), Maya Barack Evans (2014), Philippines' filmmaker and lawyer Joji Alonso (2013), Tropfest founder John Polson (2012), Malaysian film producer and recording artist Norman Halim (2011), Australian actor Roy Billing (2010), Hong Kong film producer Raymond Wong (2009), Thai producer and director Jareuk Kaljareuk (2008), and New Zealand actor Temuera Morrison (2007).

Images from the event are available [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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